GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4486
ANSWERED ON:08.05.2007
DD CHANNELS IN BRITAIN
Deora Shri Milind Murli

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government/ Doordarshan has launched two Hindi channels in Britain;

(b) if so, the details thereof?

(c) the total number and percentage of viewers watching DD channels in Britain;

(d) whether the Hindi news broadcast will also have the content in English; and

(e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a): Yes, Sir.

(b): Prasar Bharati have informed that DD-India channel and DD-News channel have been launched in Britain on 16.4.2007 by M/s. Rayat Television Enterprises Ltd., of M/s. Rayat Group Ltd. after entering into an Agreement with Prasar Bharati for the distribution of DD-India and DD-News channels in UK for a period of five years.

(c) No such study has been brought to the notice of the Government.

(d) & (e) : Yes, Sir. DD-India has seven Hindi and six English News bulletins daily while DD-News has nineteen English and twenty four Hindi News bulletins daily, respectively.